

ABSTRACT OF THE DISCLOSURE

The invention provides a liquid developer that is used in an apparatus for forming an image by developing an electrostatic latent image formed on a latent image carrying member, transferring the developed image to a recording medium, and then fixing the image, in which the liquid developer contains a carrier liquid and particles formed with a composition containing a binder resin, a colorant, and a charge controlling agent comprising a charge controlling substance containing an ionic or neutral substance, wherein the charge controlling substance containing an ionic or neutral substance is supported by an inorganic porous material.